

How To Write Email That Clients Will Open, Read and Act On !

This expert is from the new book *How to Write Emails That Generate Sales*

A recent study by e-commerce firm **Incentivibe**, reports that if the body of a sales or marketing email is too short, it may not be compelling enough for the reader to take action, and if it's too long, it may not be read in its entirety. They have found that 65-85 characters within the body are the right length to be read on any day of the week and any time of the day. They strongly recommend that each email must include one clear call to action. In short, telling the reader what you want them to do next.



Incentivibe reports that e-mail body copy at this length, with a clear call to action led to 25% more click throughs.

The popular marketing blog, *Copywriter's Crucible*, provides the following advice for writing the body of your business development e-mails.

Stories act like super glue within our client's memories. They turbocharge any business development email. That's why you should use testimonials as your stories.

- Aim for an average sentence length of around sixteen (16) words.
- Split long sentences into two if they'll survive on their own.
- Ensure every word and sentence means something to the reader and leads to your call to action.
- Leave out industry jargon and corporate lingo.
- Write in the language and the style your reader is comfortable with.
- People are hardwired to respond to stories. Write about how your service or product has improved their stressful life, solved someone's problem or improved their business.
- Ask the reader a simple question right up front that they will likely say yes to. This will get them into a mind frame more likely to agree with you and say 'yes' to your call to action.
- E-mail writing is often compared to a conversation with a pal in a bar. So it should be conversational and sound similar to how you'd speak.
- Finally, read it aloud to hear whether it flows smoothly'

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Continued On Page 2

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Continued From Page 1

According to Entrepreneur.com, "Results-packed testimonials from happy customers are the most powerful trust-builder of all. Make sure they're specific and describe the exact results your customer achieved by using your product or service.

When possible include the person's name, company name to show there's a real live person behind the rave review."

Advertising and marketing legend David Ogilvy once said, "If it doesn't sell, it isn't creative." Sales professionals love to be cute and funny, original and innovative. With over 100 emails going into and out of our client's email boxes each business day they only have time to read your core message. If your point isn't immediately obvious in the body of your message, chances are they won't get it, and they will delete you in 2.7 seconds.

If you want people to act, use words that will allow them to envision your products and to visualize how it will improve their lives. Everything else is secondary. It's OK to be fun after you have motivated them to take action, but don't do it at the expense of the initial sale.

CALL TO ACTION !

The "call to action" is the most important element within the body of a business development email. Ironically, it's the one component most frequently left out.

Creating an effective call to action is both simple and effective. Before writing the body of your email, determine exactly what you want the reader to do first.

*With **over 100 emails** going into and out of our client's email boxes each business day they **only have time to read your core message.***



FOR EXAMPLE:

- **Visit your website.**
- **Call your toll free number.**
- **Accept your phone call.**
- **Download marketing materials.**
- **Visit your Facebook Page.**

Continued On Page 3

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Continued From Page 2

Your aim is to clearly communicate within one, maybe two sentences, exactly what you want your reader to do.

One of the most common concerns among salespeople regarding a call to action is they don't want to seem too pushy. They would rather suggest or invite someone to take action versus tell them. However, research has conclusively proven that email recipients want you to tell them what to do. In fact, the shorter and more concise the instructions are, the more likely the reader will act.

Since a call to action carries so much importance, special formatting is allowed and encouraged. Copywriting experts recommend that you visually highlight or separate your call to action. One method is to surround the call to action with whitespace or a frame. Bolding, underlining, italicize or highlighting your call to action can prove very effective.

Adding your client's name at the beginning of a call to action can be very effective. Why? When you personalize it, you're more likely to draw the reader's eye.

Salespeople will frequently also use the client or prospect's first name within the body of an email. Adding your client's name at the beginning of a call to action can be very effective. Why? When you personalize it, you're more likely to draw the reader's eye.

If you're embedding a clickable URL link within

your call to action, change the color from that of your body text. Blue is universally the most recognized color to designate a clickable or anchor link. Most email systems will do this automatically for you.

If your URL is long or contains a jumble of letters and numbers, you can easily change it to be reader friendly. Most major email systems will allow you to simply highlight an URL and rewrite or convert it to a simple phrase or sentence. This is also a great tactic for personalizing a call to action.

For example, you can highlight any URL and replace it with a phrase that begins with your client's first name and the instructions - "Jack, please click now."

You can also be notified immediately when your client opens their email and clicks on your link. Several popular email programs such as MailChimp.com and Constant Contact provide this as part of their free offering. This is true whether you're sending one email or 500.

HubSpot provides a great free service that delivers desktop notifications when your emails get opened. They also show you the full history of your email's interactions to include opens, shares and those that haven't yet been opened. Simply put, it notifies you the moment your email was opened and how many additional times it was reopened.

Currently you have to use either Gmail, Outlook, or HubSpot's proprietary CRM to use this free service.

Continued On Page 4

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Continued From Page 3

Remember, Outlook and Gmail allow you to manage your email on their systems. Your client is unaware your using Outlook or Gmail. You do not have to send messages using an address ending in Gmail.com or Outlook.com

Click Here To Check It Out !

<http://www.hubspot.com/products/sales/email-tracking>

For example, when you send a special offer to a client, you will be notified the moment your email is opened. If your client forwards it on to a dozen coworkers and ten of them open the offer, you will be notified of each extra opening. It's important to note that Hubspot cannot tell you who the email was forwarded to. Just the exact number of times the email was opened.

This service can be extremely valuable because you'll know exactly when each client opened your email.

Another extremely effective use of the call to action is to subtly communicate urgency. This can be accomplished by simply adding the word

“ NOW ” or “ TODAY. ”

For Example:

- Click here now.
- This package is still available today.
- To lock in this special low airfare call me today.

- To get your free gift click here now.
- Call now so we can guarantee this incredible gift will not be sold out over the holidays .

Final Thoughts On Your Body Copy

- ✓ *Take a last long look at the body of your email. Format your entire message for scanning not reading. Remember your prospects and clients stopped reading their email years ago. Today they scan. People scan email rather than reading word by word. Break up your text with these techniques:*
- ✓ Use bulleted lists and subheads.
- ✓ Make short, chunky paragraphs of one to three lines--and mix them up.
- ✓ Emphasize important points with bolding, highlighting, or italics.
- ✓ Use a plain font like Arial or Verdana. Remember the majority of all emails are now opened on the small screens of handheld devices.
- ✓ Use only relevant graphics and images.-send important emails to your smart phone first, to ensure can be clearly seen.